



Case Study:

Situation:

UWW, a successful fluid purification company operating in Southeast Michigan and Ohio decided to take the next step in the formalization of its sales training and management program. After years of attending nationally renowned generic sales training seminars, UWW wanted a program that was built around its own particular sales and marketing strategies and people.

Impacts:

The nationally renowned and famous “sales gurus” were not equipped to provide a customized approach to real issues facing UWW in a changing manufacturing marketplace, issues such as:

- The increased commoditization of their products and services.
- The loss of relationships as the decision making process began to move from the engineers and project managers to the purchasing department.
- Lack of sales representative focus beyond the core markets.
- The lack of a proactive sales process.

Solution:

The Sales Matrix spent time working with the sales staff in the field on both current core markets as well as a proactive campaign at new markets and from that developed a training curriculum that matched the strategy, to the market to the sales staff.

Results:

UWW now has single sales methodology with a sales staff focused on both expansion within its core markets as well as a proactive sales program attacking its new markets yielding consistent double digit increases in sales revenue and profitability.